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To: · Jon Zoler

Date: June 23, 1980

From: · Jeanne Bonhomme

Subject: · Merit Ultra Lights Test Market Tracking Study

Merit Ultra Lights will be entering test market in September or October, 1980. A pre wave and two post tests are suggested in order to measure the brand's performance. The pre wave should be conducted about three weeks prior to the sell-in to insure "clean" data. The two post waves should follow at six week intervals after advertising commences.

In each wave and in each of the two test markets, telephone screenings would be undertaken to identify 300 smokers. These interviews will be distributed by county, according to population within each trade area.

If the two packings introduced are kings menthol and non-menthol, the sample should consist of all smokers. If they're non-menthol kings and 100's, the sample should be composed of non-menthol filter smokers only.

In either case, interviews will be proportioned so that 52% of the respondents are males and 48% females. Age breaks will be based on an "as fall" basis.

If you'd like me to do anything further on this project, just let me know.

Jeanne

JB:mb

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